

## Another World's First! Optimal Biz, Japan's #1 MDM, Now Supports iOS 8!

Tokyo (September 16, 2014) - OPTiM, a leading provider of online IT support solutions that enable creativity, collaboration and convenience, proudly announces that Optimal Biz (Japan's #1<sup>※1</sup> MDM<sup>※2</sup>) began supporting iOS 8 on September 10 Japan-time, making it the world's first MDM to support iOS 8<sup>※3</sup>! This first-of-its-kind support means that when users upgrade their devices to iOS 8, they can manage their devices the same as before.

Nowadays, one important criteria for choosing an MDM is its ability to quickly respond to the latest OS. And with an increasing number of companies introducing BYOD<sup>※4</sup> into the workplace, it's difficult to manage all the different OS versions from one individually-owned device to another. OPTiM responded to iOS 8's release with typical record speed, thus ensuring BYOD companies that their employees' devices will be managed seamlessly -- even if some users have already upgraded their devices to the latest OS.

### ■What is Optimal Biz?

Optimal Biz is an application that securely manages smartphones and tablet devices provided by or used in the office. By installing Optimal Biz on users' devices, IT administrators can easily manage every device from his/her web browser and execute policies established by a manager, such as remote lock (which remotely prohibits unauthorized utilization of a lost/stolen device), prohibiting the usage of business-irrelevant applications, and distributing antivirus applications in bulk. Optimal Biz reduces the device administrator's workload and makes it much easier to support smart devices in the office.

For more information, please visit Optimal Biz's website:

<http://en.optim.co.jp/products/biz>

Optim will continue working to provide smart device services that are secure and anxiety-free, and which improve operational efficiency regardless of the device model or OS version.

※1 Source: "ITR Market View: Enterprise Mobile Management / Mobile Application Development 2013," by ITR Corporation.

※2 MDM stands for "Mobile Device Management," an enterprise solution that collectively manages all employee smart devices and offers security when a device is lost or stolen. MDM provides features such as remote lock and prevention of malicious application launch.

※3 Source: in-house research conducted on September 10, 2014(Japan-time). Optimal Biz's performance was tested using an iOS 8 Golden Master Seed version.

※4 BYOD stands for "Bring your own device." This refers to employees who use their personal mobile devices in the workplace.

# Press Release



## About OPTiM

Based in Tokyo, Japan, OPTiM provides solutions that reduce its clients' support costs, with an overall focus on evolving online experiences to the point that the Internet becomes something you aren't even conscious of, like breathing. OPTiM's solutions' suite includes setup, diagnostic and marketing tools for NGN and home networks, as well as mobile devices, routers, TVs, gaming platforms, multifunction peripherals, servers, printers and DVD recorders.

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